Harnessing the Power of Social Media

Brendan Connerty
Strategic Account Manager

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Social Media & Recruiting

Seekers

14.4 million job seekers in the US have used social media to search for a job[1]

Social media is used for employment-related purposes by users of all ages

Used social media to look for or research a job:[2]

- **43%** aged 18-29
- **36%** aged 30-49

Sources: 1) Forbes, April 2017, https://www.forbes.com/sites/williamarruda/2017/04/06/will-facebook-make-looking-for-a-job-easier-or-just-more-social/#148542204f89;
2) The Undercover Recruiter, https://theundercoverrecruiter.com/global-stats-recruiting-trends/.

Social Media & Recruiting

Employers

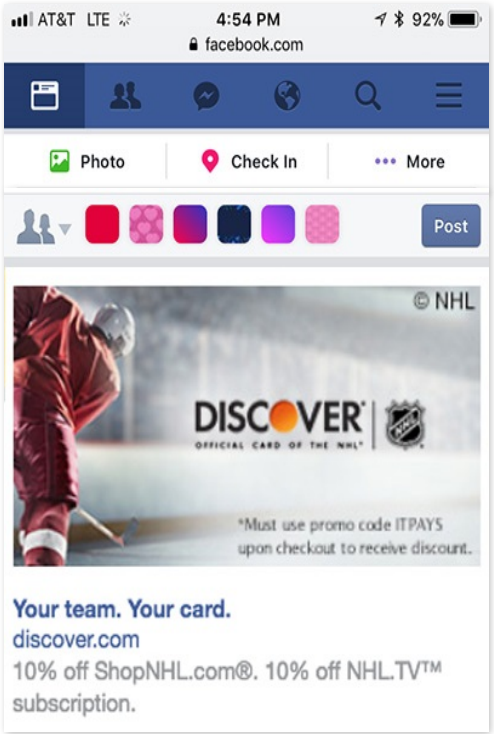
84% of organizations use social media for recruiting[1]

73% of organizations hired successfully using social media[2]

42% of organizations say that candidate quality improved[2]

Source: 3) Job Seekers: Social Media is Even More Important than you Thought, Brooke Torres, themuse.com, https://www.themuse.com/advice/job-seekers-social-media-is-even-more-important-than-you-thought; 4) The Undercover Recruiter, https://theundercoverrecruiter.com/global-stats-recruiting-trends/.

I’m sure you have seen these….



Monster Social Job Ads

Spread the word about your job openings on Monster.com, on USAJOBS, or on your career site as well as to a highly-targeted audience on Facebook, Twitter, and Instagram.

- Automated, targeted social distribution to qualified candidates with immediate performance.
- Reach passive and active candidates that are not currently following you.
- Grow your social media presence by adding followers.
- An ad will remain live for 30 days of which the job is active, or until it reaches 50 apply starts (click-throughs).

Active Monthly Users

328M+ | 800M+ | 2B

Sources: https://newsroom.fb.com/company-info/, June 2017 https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/, June 2016; https://instagram-press.com/our-story/ , October 2017

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Behind the Targeting

Monster's Multi-Dimensional Targeting leverages recruitment-related behavioral data (resume and profile info) combined with social activity and other publicly-available web usage to form a better picture of candidates. Then, we deliver the right ads to them!

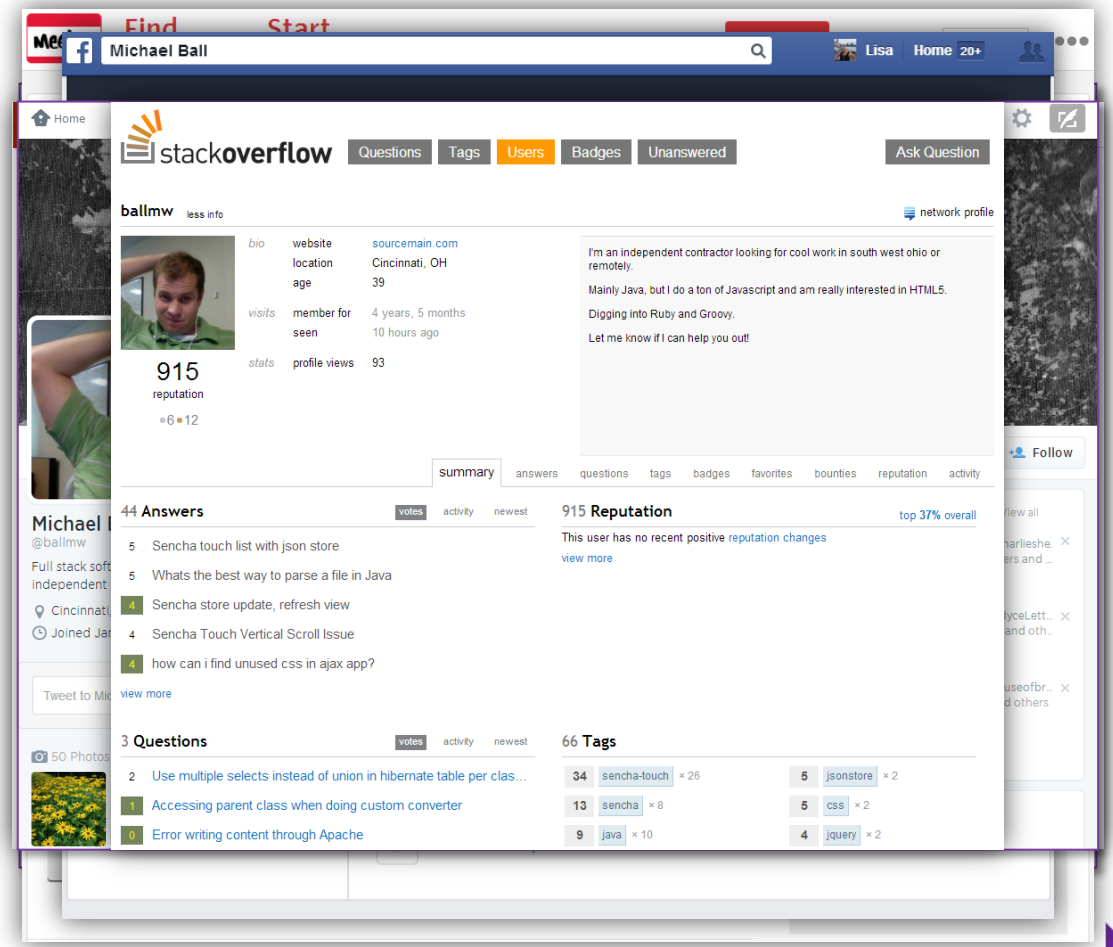
Monster Footprint: Resume Data

Social Footprint: Monster aggregates data from social sources around the web

Twitter Footprint: Keywords, Follows, Interests, Activity, Location

Facebook/Instagram Footprint: Profile Data, Industries, Job Titles, Interests, Location

Michael Ball



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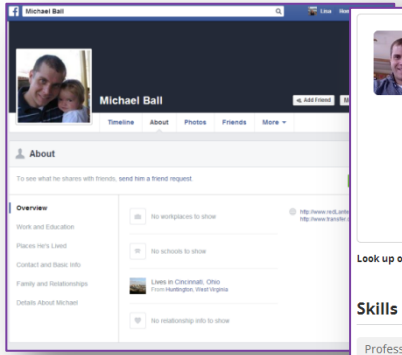
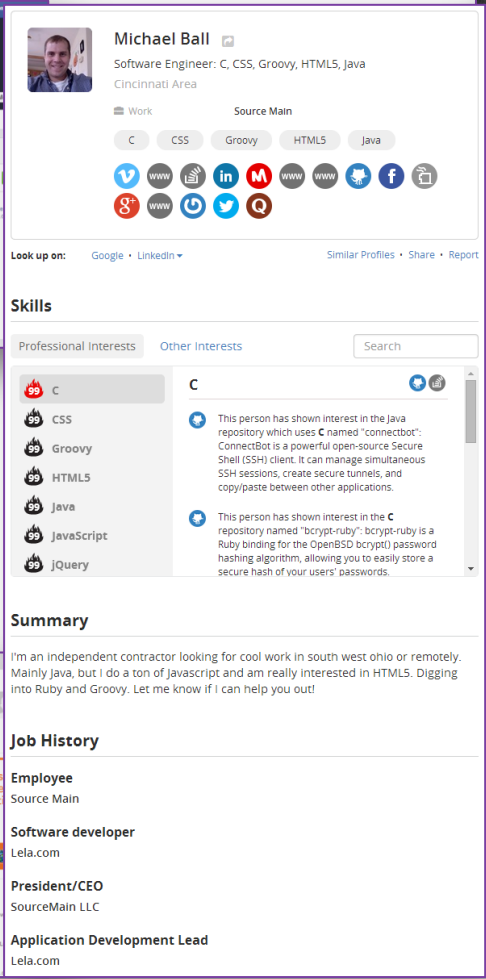
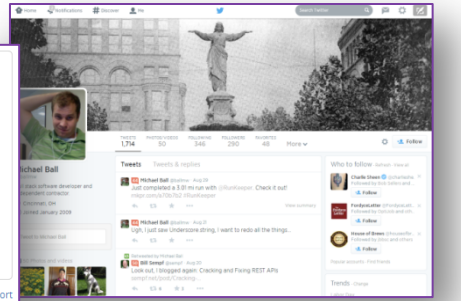
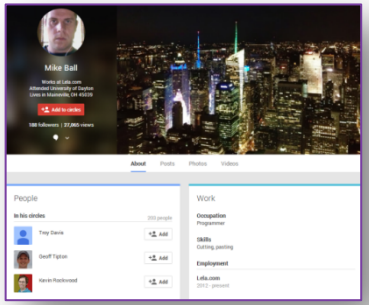
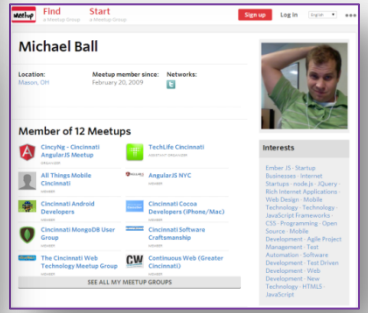
Michael Ball

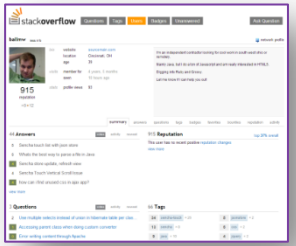


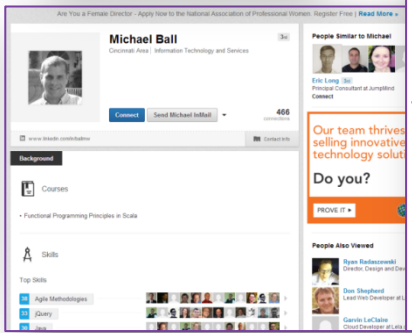


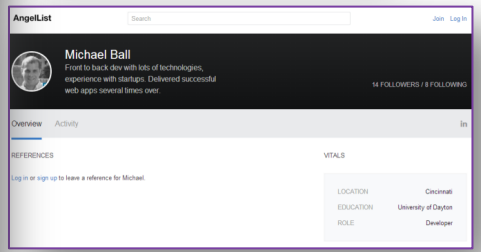










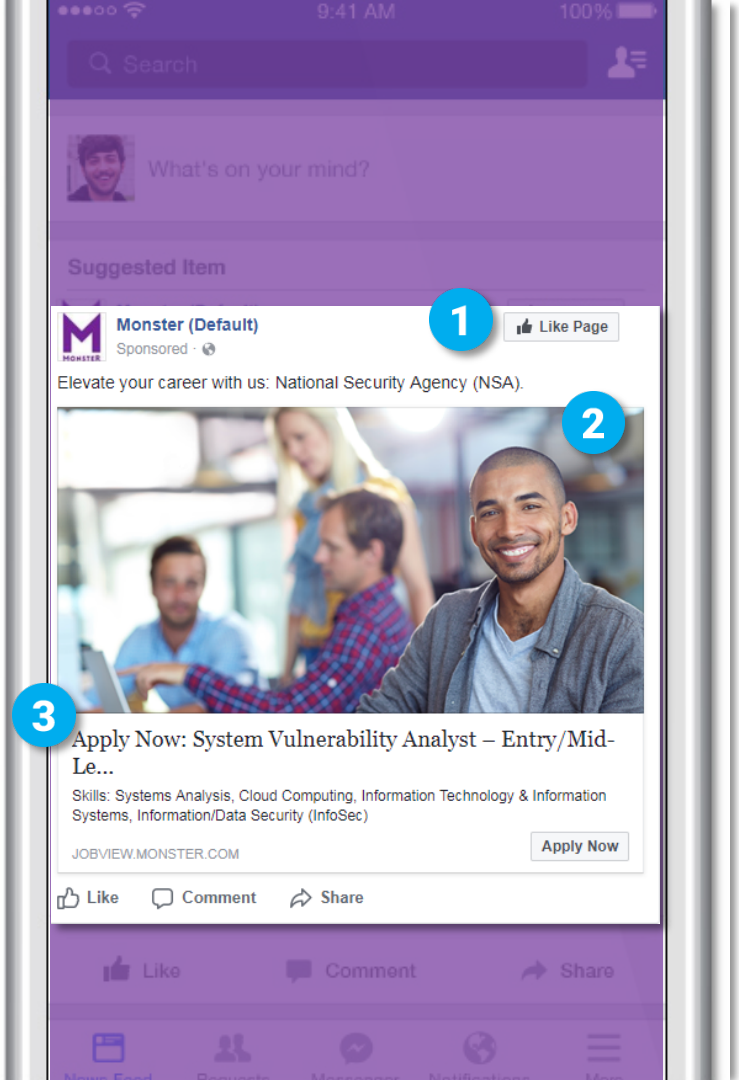


Monster Social Job Ad: Facebook

Customer Challenge: NSA

- Increase candidate flow of Systems Analysts, IT, and Data Security talent in the entry and mid-career levels:

1. Potential candidates can "Like" the NSA page on Facebook
2. Custom image can be added
3. Job skills are prominently featured

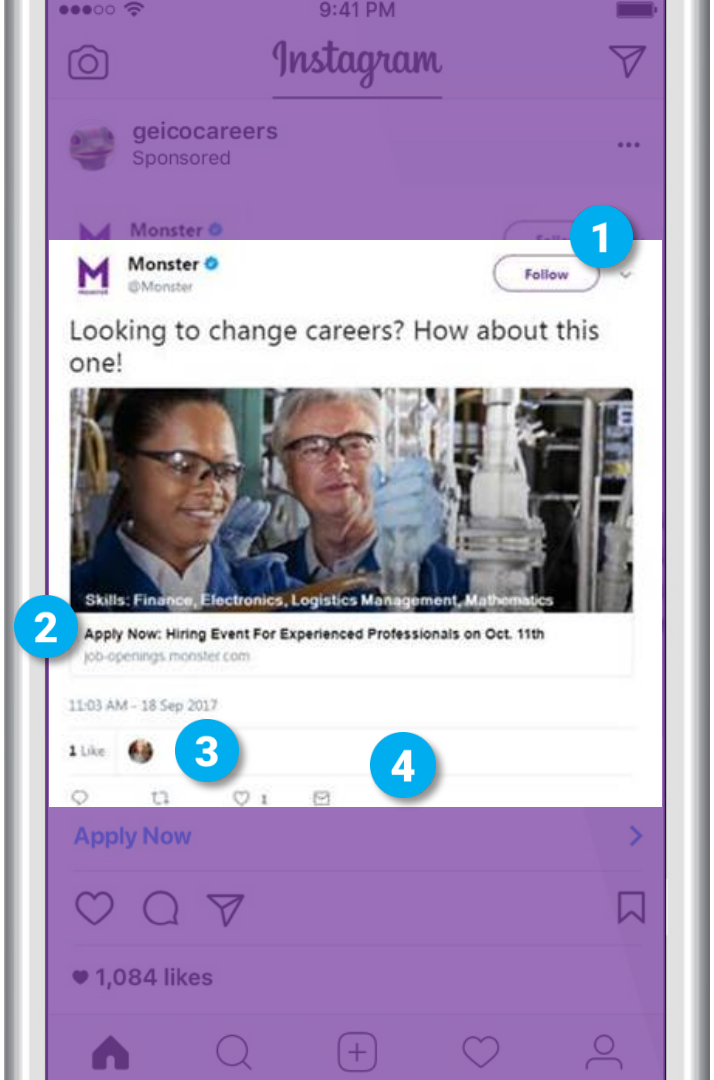


Monster Social Job Ad: Instagram

Customer Challenge: NAVAIR

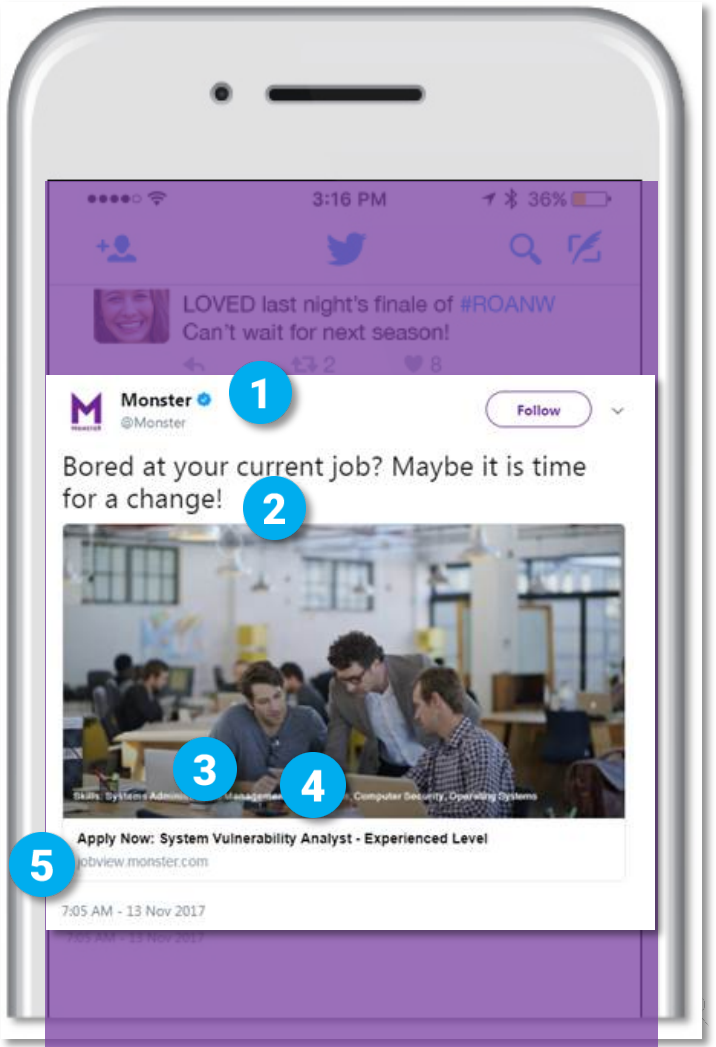
- Hosting a hiring event
- Targeting civilian candidates with backgrounds in Engineering, Math, IT, and Sciences to attend career event

1. Custom or stock image
2. "Apply Now" directed candidates to event description via Monster job posting
3. Candidates can "Like", "Comment" and "Send" NAVAIR's post
4. Save the ad for later



Monster Social Job Ad: Twitter

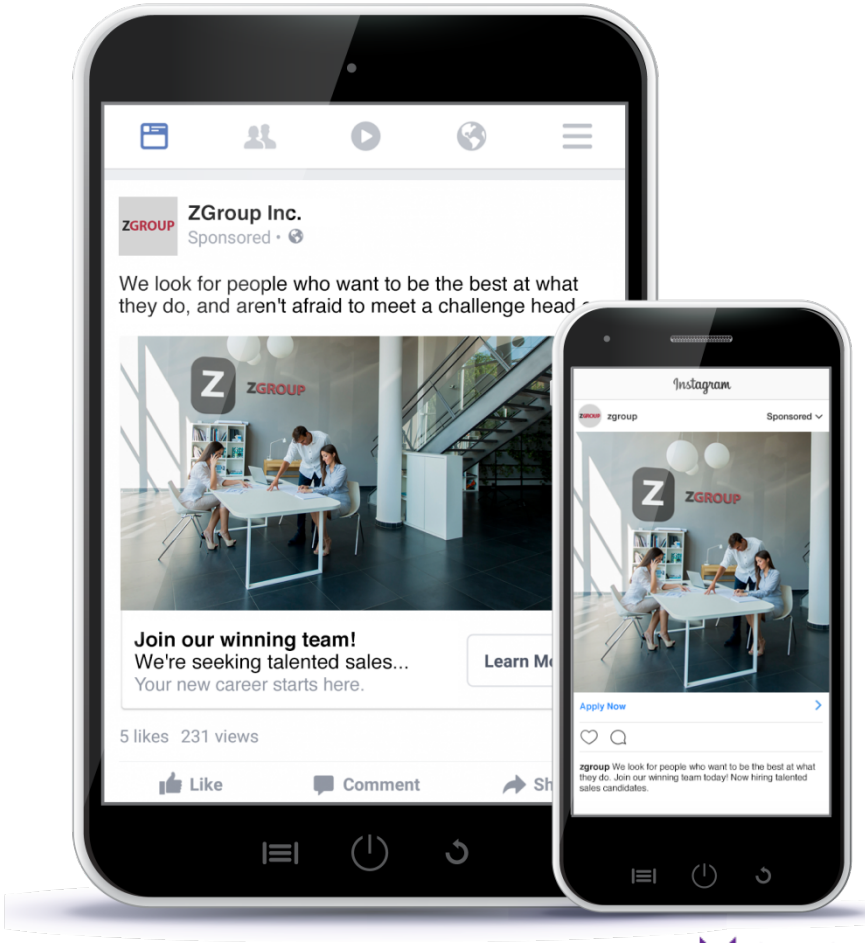
1. Your organization Twitter handle
2. Engaging tweet
3. Job skills
4. Job details – location, experience, salary, and education
5. Apply now CTA – directs to apply flow on a Monster job or ATS job



Monster Social Brand Ads

Turn your agency brand into a social ad campaign, targeting active and passive candidates on Facebook and Instagram.

- Boost your brand, tell your organization's story, promote a positive image.
- Target candidates using Monster's proprietary data.
- Deploy directly from your social channels.
- Reach candidates on any device.
- Daily impressions delivered.
- You choose campaign destinations.



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Reporting Example

Job Title	City	State	Country	Platform	Impressions	Engagements	Job Views	Replies/Comments	Retweets/Share	Likes	Follows
Sheet Metal Worker	San Diego	California	US	TW,FB	6,614	72	51	2	0	3	0
Professional Engineers/Scientist	Prince George's County	Maryland	US	TW,FB	12,718	122	55	0	0	0	0
Experienced Professionals	Prince George's County	Maryland	US	TW,FB	11,219	105	55	0	0	2	0
Experienced Professionals	Prince George's County	Maryland	US	TW,FB	9,377	96	54	0	0	1	0
Experienced Professionals	Prince George's County	Maryland	US	TW,FB	11,180	104	52	0	0	0	0

Thank you.
Questions?

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Susan.Fallon@monster.com

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